



ADVERTISING ORDER

Agency / Billing Address
Marketing Resource Group, Inc.
225 S. Washington Square
Lansing, MI 48933
Ph: (517) 372-4400
Fx: (517) 372-4045

Media Buyer Contact Information
Kristin M. Keller
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kellermediaconsulting@gmail.com

Advertiser: Friends of Holly Hughes
Job Number: 12-FHH-903

Flight Dates: 11/1/12 - 11/5/12

									Thursday - Sunday		Monday			
Candidate Network TV									November 1 - 4		November 5			
DMA	Station	Network Affiliation	Days	Daypart Start	Daypart End	Program Name	Rate :30 Spot	Rate Type/Class	Spots per Week	Total Gross Cost per Week	Spots per Week	Total Gross Cost per Week	Spots per Flight	Total Gross Cost per Flight
Grand Rapids-Ka	WOOD	NBC	MON-FRI	6:00 AM	7:00 AM	NEWS 8 DAYBREAK II	\$ 2,250.00	FIXED 1	1	\$ 2,250.00	1	\$ 2,250.00	2	\$ 4,500.00
Grand Rapids-Ka	WOOD	NBC	MON-FRI	7:00 AM	9:00 AM	TODAY SHOW	\$ 3,500.00	FIXED 1	1	\$ 3,500.00	1	\$ 3,500.00	2	\$ 7,000.00
Grand Rapids-Ka	WOOD	NBC	MON-FRI	9:00 AM	10:00 AM	TODAY SHOW II	\$ 2,400.00	FIXED 1	1	\$ 2,400.00	1	\$ 2,400.00	2	\$ 4,800.00
Grand Rapids-Ka	WOOD	NBC	MON-FRI	11:00 AM	12:00 PM	EIGHT WEST	\$ 400.00	FIXED 1	1	\$ 400.00	1	\$ 400.00	2	\$ 800.00
Grand Rapids-Ka	WOOD	NBC	MON-FRI	12:00 PM	1:00 PM	NEWS 8 AT NOON	\$ 1,150.00	FIXED 1	1	\$ 1,150.00	1	\$ 1,150.00	2	\$ 2,300.00
Grand Rapids-Ka	WOOD	NBC	MON-FRI	5:30 PM	6:00 PM	NEWS 8 AT 5:30	\$ 4,000.00	FIXED 1	1	\$ 4,000.00	1	\$ 4,000.00	2	\$ 8,000.00
Grand Rapids-Ka	WOOD	NBC	MON-FRI	11:00 PM	11:35 PM	NEWS 8 AT ELEVEN - WEEKDAY	\$ 5,000.00	FIXED 1		\$ -	1	\$ 5,000.00	1	\$ 5,000.00
Grand Rapids-Ka	WOOD	NBC	SAT	6:00 AM	7:00 AM	NEWS 8 SATURDAY MORNING	\$ 950.00	FIXED 1	1	\$ 950.00		\$ -	1	\$ 950.00
Grand Rapids-Ka	WOOD	NBC	SAT	8:00 AM	10:00 AM	SATURDAY TODAY	\$ 2,000.00	FIXED 1	1	\$ 2,000.00		\$ -	1	\$ 2,000.00
Grand Rapids-Ka	WOOD	NBC	SAT	6:00 PM	7:00 PM	NEWS 8 AT SIX	\$ 1,800.00	FIXED 1	1	\$ 1,800.00		\$ -	1	\$ 1,800.00
Grand Rapids-Ka	WOOD	NBC	SUN	6:00 AM	7:00 AM	NEWS 8 SUNDAY MORNING	\$ 900.00	FIXED 1	1	\$ 900.00		\$ -	1	\$ 900.00
Grand Rapids-Ka	WOOD	NBC	SUN	7:00 AM	8:00 AM	NEWS 8 SUNDAY MORNING	\$ 1,600.00	FIXED 1	1	\$ 1,600.00		\$ -	1	\$ 1,600.00
Grand Rapids-Ka	WOOD	NBC	SUN	8:00 AM	9:00 AM	SUNDAY TODAY	\$ 4,000.00	FIXED 1	1	\$ 4,000.00		\$ -	1	\$ 4,000.00
	WOOD Total								12	\$ 24,950.00	7	\$ 18,700.00	19	\$ 43,650.00

NET TOTAL COST	\$ 37,102.50
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